

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION NO. 95-19

Authorizing the Oregon Convention Center Director to execute a one-year extension to the Advertising/Marketing Services Agreement with Borders, Perrin and Norrande (BPN) commencing July 1, 1995 and ending June 30, 1996.

The Metropolitan Exposition-Recreation Commission finds:

1. That on July 13, 1994, MERC Resolution No. 94-35 was approved selecting Borders, Perrin and Norrande for Advertising and Marketing Services of MERC Facilities and authorizing a one year contract, with 2 one-year extension options, commencing July 1, 1994 and ending June 30, 1995.
2. That the Metropolitan Exposition-Recreation Commission approved a 1995-96 budget to adequately promote MERC facilities.
3. That BPN has provided excellent professional advertising and marketing services to the MERC facilities in line with contract requirements.

BE IT THEREFORE RESOLVED, that the Metropolitan Exposition-Recreation Commission authorizes the Oregon Convention Center Director to execute a one-year extension to the Advertising/Marketing Services Agreement with Borders, Perrin and Norrande for a period commencing July 1, 1995 and ending June 30, 1996.

Passed by the Commission on May 10, 1995.



Chairman



Secretary/Treasurer

APPROVED AS TO FORM:
Daniel B. Cooper, General Counsel



By: Mark B. Williams
Sr. Assistant Counsel

MERC STAFF REPORT

Agenda Item: One-year extension of the Advertising Agreement with Borders, Perrin, Norrande Agency (BPN).

Resolution No.: 95-19

Date: May 10, 1995

Presented by: Jeffrey A. Blosser

Background Analysis: On July 13, 1994, MERC selected Borders, Perrin and Norrande for Advertising and Marketing Services for MERC facilities through a public RFP process. The Agreement provided for a one year contract with two one-year extensions at the option of the MERC Commission. BPN has provided excellent service within budget and staff is very pleased with their service and results.

Fiscal Impact: The expenses for advertising and marketing services are approved annually by the MERC Commission through the departmental budget process and review. The MERC Commission passed their budget for 1995-96 and it has been sent to Metro for approval. Funds budgeted for fiscal year 1995-96 are \$65,291.

Recommendation: Staff recommends that the Metropolitan Exposition-Recreation Commission approve a one year extension to the Advertising and Marketing Services Agreement with Borders, Perrin and Norrande for a period to commence July 1, 1995 and end June 30, 1996.